



**Developing California's Green Economy Workforce:
The Green Collar Jobs Council 2009-2010 Annual Report
to the Legislature**

April 2010

TAB LE OF CONTENTS

EXECUTIVE SUMMARY	2
INTRODUCTION	4
2009-2010 Activities.....	5
CALIFORNIA'S GREEN WORKFORCE INITIATIVE	6
Clean Energy Workforce Training Program (CEWTP).....	7
State Energy Sector Partnership and Training Grants (SESP).....	8
Regional Industry Clusters of Opportunity Grants (RICOG)	10
GREEN SUMMITS AND CALIFORNIA REGIONAL ACTION CLINICS	10
Green Summits in Northern and Southern California.....	11
Regional Action Clinics	11
OBTAINING TIMELY AND USEFUL INFORMATION ON CALIFORNIA'S EMERGING GREEN ECONOMY	11
California Green Economy Survey	12
Many Shades of Green.....	13
FUTURE STRATEGIES OF GREEN COLLAR JOBS COUNCIL	14
APPENDIX 1- MEMBERS OF THE GREEN COLLAR JOBS COUNCIL (GCJC)	16

EXECUTIVE SUMMARY

Assembly Bill 3018 (AB 3018, Núñez, Chapter 312, Statutes of 2008), also known as the California Green Collar Jobs Act of 2008, requires the California Workforce Investment Board (State Board) to establish a special committee known as the Green Collar Jobs Council (the Council). AB 3018 requires the Council to undertake activities aimed at developing a green workforce strategic initiative for California and to annually report to the Legislature on those activities. This report, *Developing California's Green Economy Workforce: The Green Collar Jobs Council 2009-2010 Annual Report*, outlines the Council's achievements and activities from April 1, 2009 through March 31, 2010. During its inaugural year, the Council along with its partners engaged in the following activities aimed at developing a sustainable, green workforce in California:

- Partnered in the development of The Clean Energy Workforce Training Program (CEWTP). This competitive grant opportunity leveraged state and federal funding to provide 34 workforce development partnerships \$28 million to train approximately 5,600 unemployed, underemployed and new workforce entrants for jobs in energy efficiency, renewable energy, and alternative and renewable fuel and vehicle technologies.
- Successfully competed for the State Energy Sector Partnership (SESP) and Training grant from the Department of Labor (DOL), receiving \$6 million that will enable the Council to support further green workforce development activities in 2010-2011.
- Released the Regional Industry Cluster of Opportunity Grant (RICOG) solicitation resulting in grants to local WIBs which will support the development of data-based, demand driven solutions for each region's economy and its related workforce needs. Grantees will be supported with expert assistance in:
 - Collecting and utilizing regional economic and labor market data to drive regional planning
 - Crafting regional partnerships that will lead to the development and implementation of effective sector initiatives
 - Aligning available funding, resources, and systems to meet the needs of economic drivers within the region
- Initiated Regional Action Clinics (Action Clinics) for grantees and partners which will assist California's local Workforce Investments Boards (local WIBs) and others with the following:
 - Educating regional partners on the fundamentals of sector strategies
 - Sharing information as it becomes available on green job projections by region
 - Delivering issue specific technical assistance to all grantees
 - Allowing for trouble-shooting while projects are underway

- Supporting the development of regional collaboration by introducing partners, information or strategies that strengthen regional sector initiatives
- Providing a setting where information and promising practices can be broadly shared
- Collaborated with the Employment Development Department (EDD) and with Next10 to disseminate statewide green workforce data.

The Council recognizes both the opportunities and challenges presented by the green economy and will continue its practice of building and enhancing partnerships with the public and private sectors. In 2010-2011, the Council and its partners will continue to develop high impact and meaningful initiatives that will connect California's large and diverse workforce with the opportunities presented by the green economy.

INTRODUCTION

Senate Bill 293 (SB 293, Ducheny, Chapter 630, Statutes of 2006) requires the California Workforce Investment Board (State Board) to develop a comprehensive workforce strategy that will transform California's workforce investment system and support the State's regional economies. SB 293 requires that the state take a more systemic approach to workforce development- understanding California's diverse set of industries and regional economies and tailoring policies towards the needs of industries and regions. The State Board's goal was not to engage in only transactional efforts, rather in transformational initiatives that addressed the demand of key industries though out the state.

This goal resulted in the State Board's adoption and development of Sector Strategies as the framework for regional prosperity in September of 2008. A sector strategy is not just another workforce training initiative, rather it is a regional economic competitiveness model that identifies the emerging and/or evolving needs of business and develops the skilled workforce required to fulfill that need. Through sector strategies, the State Board has placed greater emphasis on:

- Data driven planning, understanding economic and labor market trends to guide planning, investments, and program design;
- The building of regional collaborative capacity to fully address the needs of a rapidly shifting economy; and
- The ability of the public workforce system to innovate and to develop new ways to respond to the changes facing California in a comprehensive manner through broad and deep partnerships.

Assembly Bill 3018 (AB 3018, Núñez, Chapter 312, Statutes of 2008), also known as the California Green Collar Jobs Act of 2008, required that the California Workforce Investment Board adopt a sector strategies approach to workforce development in the emerging Green Economy. The formation of the Green Collar Jobs Council (the Council), also mandated by AB 3018, created the state level partnership required to facilitate an industry driven discussion of California's Green Workforce needs.

The Council convened for the first time on February 11th, 2009, and adopted the following vision statement found in the One-Page Business Plan:

"Over the next 18 to 24 months the Council will identify and facilitate the development of the framework, funding, strategies, programs policies, partnerships and opportunities necessary to address the need for a highly skilled and well-trained workforce in support of California's green businesses and economy. Through its work, the Council will serve as a catalyst for the creation of sustainable regional sector strategies that will be managed through regional partnerships."

With the vision and mission clearly identified, the Council directed State Board staff to identify opportunities for alignment of the initiatives/scoping plans of the various state agencies, to look at how planned investments in workforce development initiatives from multiple funding sources could be leveraged, and to identify existing mechanisms within state government that could be used to implement a statewide green jobs training initiative.

2009-2010 ACTIVITIES

The Green Collar Jobs Act of 2008 declared the following:

- “The State of California has long been a national and international leader on environmental, natural resource, pollution prevention, and energy issues, as well as recent landmark laws in the areas of climate change, renewable energy, energy efficiency, and alternative transportation fuels.”
- “The passage of these laws has resulted in billions of dollars of investment capital flowing into the State of California for research, development, and commercialization of new green and clean technologies. This investment of capital is indicative of the rapidly growing clean and green technology sector of the California economy.”

Through discussion and input from Council members and variety of stakeholders including State agencies, various philanthropic organizations, community based organizations, and others, it was believed that the Council needed to establish guiding principles to ensure the decisions and recommendations it made would have the greatest benefit to this rapidly growing sector of California's economy. Over the course of three meetings, the Council articulated values and guiding principles it would use to approach its work in *The Green Collar Jobs Council's Position on the Green Economy and Green Collar Jobs -- A Foundation for Deliberation and Investment*, also known as the Premise Document (*See Appendix V for the complete Premise Document*).

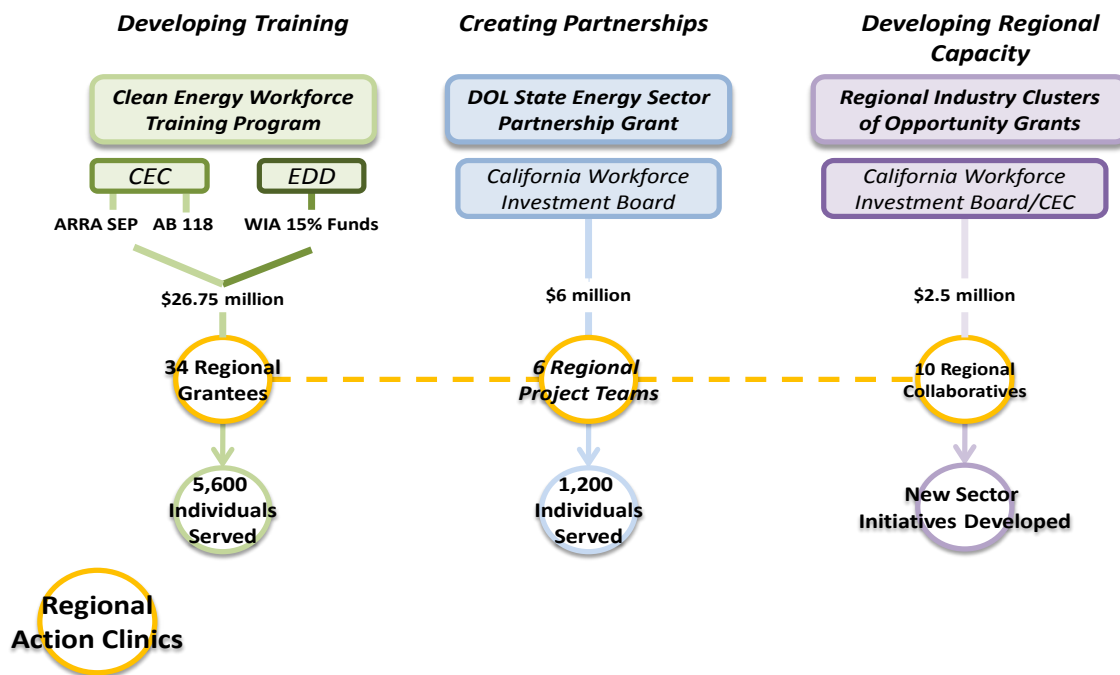
In its first full year, the Council focused on developing a understanding of California's green economy and of the funding resources available through its State Agency members. Through its deliberative process, the Council provided a platform for its members to share common goals, develop a better understanding of the relationship between regulation and its economic impact, understand how California's climate policy “loading order” would influence the development of the green economy, and begin to understand how each Agency's initiatives could be better executed if well coordinated with other partners. As part of this process, it explored ways to strategically align State resources for the purpose of creating a leveraged “investment pool” which could fund statewide workforce training projects. With the passage of the American Recovery and Reinvestment Act (ARRA), the Council saw an opportunity to leverage one-time federal funding as part of the investment strategy. Encouraging staff representatives from each Agency to work together, the Council effectively drove the development of California's Green Workforce Initiative (CGWI) and a new funding strategy which called for innovative partnerships with businesses, local workforce investment boards, educational entities, community based organizations, philanthropic organizations, and local and state government entities. This strategy not only demonstrated an efficient use of taxpayer dollars, but its

development aligned the experience and expertise of critical partners in the delivery of relevant “green” workforce training.

CALIFORNIA'S GREEN WORKFORCE INITIATIVE

Influenced by principles within the Council's Premise Document, California's Green Workforce Initiative (CGWI) combines funding from the public and private sectors to create what is believed to be the nation's largest green job workforce development program. Federal funding came in the form of ARRA State Energy Program (SEP) funds while state funding was provided by the California Energy Commission's (Energy Commission) Alternative and Renewable Fuel and Vehicle Technology Program which was established by AB 118 (AB 118, Núñez, Chapter 750, Statutes of 2007) and by the Governor's Discretionary WIA funds. California's Green Workforce Initiative is a multi-faceted project that implements a sector strategy approach, creates and fosters regional partnerships, leverages the resources of government agencies through collaboration, supports the development of regionally relevant training programs, supports regional capacity development, and seeks to ensure sustainability of effective regional sector initiatives. The following activities are the primary pillars that support the CGWI: the Clean Energy Workforce Training Program (CEWTP), the State Energy Sector Partnership and Training Grant (SESP), and the Regional Industry Cluster of Opportunity Grants (RICOG). Figure 1 provides a summary of these activities.

Figure 1: California's Green Workforce Initiative



Clean Energy Workforce Training Program (CEWTP)

In March 2009, the Council, the Labor and Workforce Development Agency (LWDA), the Energy Commission, the Employment Development Department (EDD), the Employment Training Panel (ETP), and the State Board established the Clean Energy Workforce Training Program (CEWTP), the nation's largest state-sponsored green jobs training program. The CEWTP provides grants to promote the use of industry sector strategies for training workers in occupations related to energy efficiency, water efficiency, renewable energy (distributed generation and utility-scale), and alternative and renewable transportation technologies.

Thirty four local workforce development partnerships received \$26.75 million in state and ARRA funds to train approximately 5,600 unemployed, underemployed and new workforce entrants through the following programs:

- Green Building and Clean Energy Pre-Apprenticeship and Re-training Partnerships
- Alternative and Renewable Fuel and Vehicle Technologies Workforce Development and Training Partnerships

The local partnerships consist of a local Workforce Investment Board (local WIB) and a community college as well as community, labor, and other nongovernmental organizations. The

partnerships are required to assemble an advisory council of local green businesses and will provide trainees with job placement services through existing WIB/One-Stop Career Centers. Funding through the Solicitation for Proposal is from four sources: \$14.5 million of ARRA funds, \$3.5 million in Alternative and Renewable Fuel and Vehicle Technology Program funds provided by the Energy Commission, and \$10 million from Workforce Investment Act Governor's Discretionary funds. Grantees provide an additional \$23 million in public-private partnership matching funds.

Under the first phase, participants will receive training that will lead to variety of green-related degrees and certificates designed to help develop the state's low carbon, clean energy economy of tomorrow.

State Energy Sector Partnership and Training Grants (SESP)

On January 20, 2010, California was awarded a \$6 million State Energy Sector Partnership (Sector Partnership) and Training grant from the Department of Labor (DOL). The Green Collar Jobs Council, acting as the Sector Partnership, will now utilize this funding to support six Regional Teams in the development of training programs in emerging energy efficiency and renewable energy industries. This grant opportunity compliments the Council's existing work by supporting the following activities:

- Create an integrated system of education, training and supportive services that promotes skill attainment and career pathway development for low-income, low-skilled workers leading to employment in green industries
- Support California in implementing a statewide energy sector strategy including the Governors' overall workforce vision, state energy policies and training activities that lead to employment in targeted industry sectors
- Build and strengthen partnerships dedicated to building a skilled clean energy workforce
- Develop new partnerships with other agencies receiving Recovery Act funds to support strategic planning and implementation efforts
- Ensure that education pathways established under existing grant projects are articulated across California's educational institutions
- Encourage the publication of curricula developed under all grant projects

California will accomplish the grant's goals through the formation of a Sector Partnership that will oversee and enhance the operations of Regional Project Teams. The Sector Partnership represents a comprehensive collaboration of state and local government, community based organizations, industry representatives, education, and labor organizations, which mirrors the membership of the existing the Council. The Council will serve as the foundation for the Sector Partnership required by DOL. Its membership will be augmented to include key advisors and industry representatives.

The SESP is a critical component to the advancement of the California's Green Workforce Initiative. It builds on funding commitments already made under CEWTP. Five Regional Project Teams were selected from the 52 applicants that submitted proposals in response to the CEWTP solicitation for proposals. After selection of the five Regional Project Teams to be included in the State Energy Sector Partnership, it became apparent that there was a service gap in California's Central Valley. To remedy this situation, a sixth Regional Project Team will be developed under the SESP through engagement with local WIBs that serve the San Joaquin Valley. In addition, activities undertaken as part of the State Energy Sector Partnership will benefit from new information and strategies emerging from the Regional Industry Clusters of Opportunity Grant. The SESP activities will be aligned with and supported by technical assistance imbedded in the RICO framework. Under the SESP, the maximum award per Regional Project Team is \$900,000.

Figure 2 describes the training activities that will be delivered by the Regional Project Teams.

Figure 2: Training Activities To Be Delivered by CEWTP Grantees

Regional Team	Geographic Area	Target Industry Sector	Training Activities
San Diego Workforce Partnership	San Diego County (Urban)	<p>The following targeted industries will be the first to demonstrate job growth and expanding career pathways:</p> <ul style="list-style-type: none"> • Energy and Water Efficiency • Demand Response • Renewable Energy • Electricity Transmission and Distribution Infrastructure • Clean Vehicle & Renewable Transportation Fuels Industries 	<p>Green Building Partnership programs includes classroom and hands-on training that provides green building principles, building science fundamentals and State energy code licensure laws for either the residential or commercial construction sector.</p>
Sacramento Employment and Training Agency	Sacramento Metropolitan Region (Urban)		<p>Clean Energy Retraining Partnership programs include classroom and hands-on training that provides principals and construction skills on installation of utility-scale renewable energy fields including generation, transmission or distribution technologies.</p>
Northern Rural Training and Employment Consortium	Northern California Counties (Rural)		<p>Pre-apprenticeship training will provide an understanding of basic construction practices/technologies with a solid grounding in green building, energy and water efficiency, and the installation of utility-scale renewable energy fields including generation, transmission, or distribution to prepare individuals for work in the building retrofit or utility-scale renewable energy field.</p>
Los Angeles City Workforce Investment Board	LA City, Greater LA Area (Urban)		
Alameda County Workforce Investment Board	East Bay Region, Alameda and Contra Costa Counties (Urban)		<p>Alternative and Renewable Fuel and Vehicle Technologies training entail classroom and hands-on green transportation related training.</p>

Regional Industry Clusters of Opportunity Grants (RICOG)

In response to the adoption of sector strategies, the State Board placed additional emphasis on data driven analysis as the foundation for effective workforce initiatives. To support this effort, the State Board collaborated with the Labor and Workforce Development Agency (LWDA), the Energy Commission, and the Economic Strategies Panel (ESP). Continuing to promote collaborative funding, this grant opportunity leveraged state and federal funding from ARRA, WIA, and the Alternative and Renewable Fuel and Vehicle Technology Program (AB 118), netting a total of \$2.5 million to develop Regional Industry Clusters of Opportunity (RICOG) strategies. The State Board announced the availability of RICOG in October 2009.

Ultimately, the goal of this funding opportunity is to enhance the economic competitiveness of regions throughout the state by bolstering regional capacity to identify growing industries, supporting collaborative strategic planning and encouraging the alignment of public/private resources available in a region—all for the purpose of enhancing each area's economic competitiveness. With the proper technical assistance and support, regional partnerships will benefit from the following:

- Assistance with data driven economic and labor market diagnosis
- Assistance with crafting regional partnerships, including partnerships with business which will lead to development and implementation of effective, demand-responsive sector initiatives
- Information on methods for leveraging funding, resources and systems to implement these initiatives
- Focused planning for sustainability of an initiative after initial funding ends

Training and assistance will be provided through Action Clinics. It is anticipated that regions participating in this project will have a clearer understanding of the dynamism of the region's economy, establish shared responsibility for meeting the needs of this dynamic economy across critical institutions, and begin considering broader organizational policy changes that would sustain and expand regional cluster of opportunity strategies and provide a lasting mechanism to support ongoing collaboration among partners.

In February 2010, ten Local Workforce Investment Boards were announced as RICOG grantees. *(See Appendix III for Award List and Project Summaries)*

GREEN SUMMITS AND CALIFORNIA REGIONAL ACTION CLINICS

In addition to the grant programs, the Council and the State Board initiated and conducted a series of Green Summits and California Regional Action Clinics aimed at educating stakeholders on sector strategies, providing technical assistance to grantees, and to serving as a platform to

encourage government, business, and the nonprofit sectors to collaborate as they considered how to address their regional green economy.

Green Summits in Northern and Southern California

In August 2009, Green Summits were conducted in West Sacramento and Diamond Bar to introduce the framework for the Green Workforce Initiative, share information on the CEWTP grant opportunity, and facilitate the formation of regional clean energy workforce training partnerships with the state's workforce development community.

Regional Action Clinics

The Regional Action Clinics (Action Clinics) provide an opportunity to educate regions on the fundamentals of sector strategies, to share information as it becomes available on the green/clean job projections by region, to deliver issue specific technical assistance, to allow for troubleshooting while projects are underway, and to serve as the platform for a community of learning to advance the knowledge and implementation of the State's Energy Sector Strategy. The Council wanted to ensure that the Action Clinics were hands-on sessions that resulted in action rather than strictly informational meetings.

On December 9th, 2009, the Council hosted the first Action Clinic for the CEWTP grantees and the SESP Regional Teams. The Action Clinic provided attendees with information on sector strategies, on understanding and using data, and on regional partnership roles. The event was facilitated by representatives from the National Governors' Association (NGA), National Network of Sector Partners (NNSP), and Corporation for a Skilled Workforce (CSW).

Additional Action Clinics will be developed to support the Clean Energy Workforce Training Program and the State Energy Sector Partnership.

OBTAINING TIMELY AND USEFUL INFORMATION ON CALIFORNIA'S EMERGING GREEN ECONOMY

The State Board has collaborated with partners in state government, education, and the non-profit sector to obtain quantitative and qualitative information on recent developments affecting California's emerging Green Economy. In May 2009, EDD's Labor Market Information Division launched its Green Economy Survey. The nonprofit organization, Next 10, released its report, *Many Shades of Green: Diversity and Distribution of California's Green Jobs*, in December 2009. The findings of these projects provide a snapshot of how this emerging economy will provide opportunities for the State's workforce. Those opportunities exist across California's economic regions, within several industries, and call for a wide range of skill-sets from entry level to advanced. Because job opportunities in this economy are diverse and still

developing, using data-driven analysis as our foundation for understanding how the green economy is developing by region, and translating that into meaningful information that can influence the structure of training for the State's workforce is crucial.

California Green Economy Survey

In May 2009, EDD's Labor Market Information Division launched the Green Economy Survey (Survey) in collaboration with LWDA, ESP, the Energy Commission, the Air Resources Board, Community Colleges Centers of Excellence, and the State Board.

The Green Economy Survey has the following objectives:

- Obtain an estimate of the current number of green jobs in California
- Identify the current and changing business practices that are helping California to achieve a cleaner, more sustainable environment, in terms of both producers and users of green or sustainable technology/energy
- Identify the occupations that will emerge as California's economy becomes greener
- Identify resources and strategies to assist businesses in cutting costs by reducing energy usage and greenhouse gas emissions

The Survey was mailed to a random stratified sample of over 50,000 California employers representing all industries, size classes, and counties. The mailing was followed with intensive telephone outreach with the goal of increasing the number of businesses that participate in the Survey. The Survey asked businesses to:

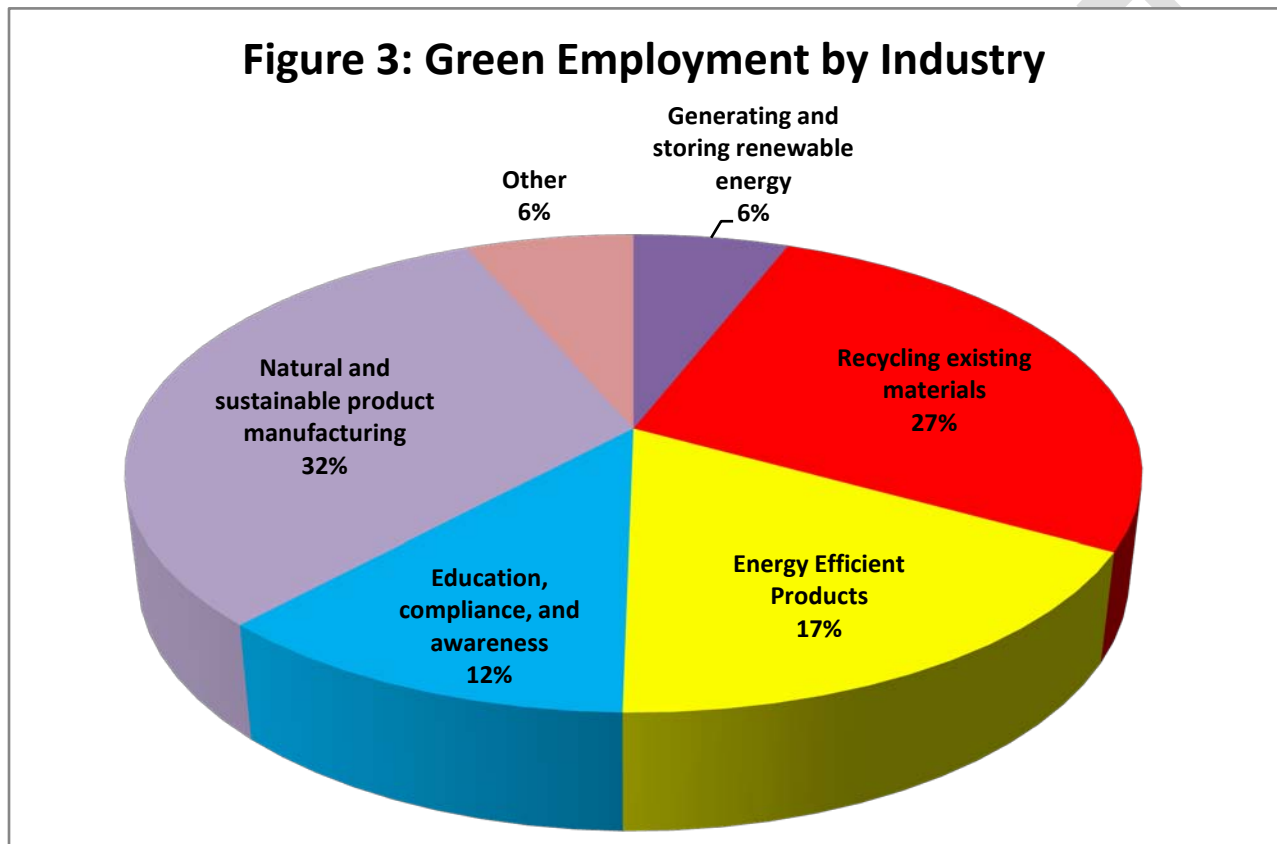
- Identify green jobs in their firm (based on the working definition developed EDD which can be viewed at <http://www.labormarketinfo.edd.ca.gov/contentpub/GreenDigest/Californias-Draft-Definition-Green-Industries.pdf>)
- Describe the sustainable business practices they use
- Identify specific occupations they might employ for a follow up survey designed to get a better understanding of skills and workforce development needs

EDD has received responses from 15,000 employers and based on an analysis of the data submitted, the following are key preliminary findings:

- 9.2% of employers report employees working on green products and services
- 3.7% of all workers are working on green products and services compared to 1.6% of workers in Washington State, 3.0% of workers in Oregon, and 3.0% of workers in Michigan.
- 66% of green workers spend more than half time on green aspects of job
- 62% of employers report using at least one green business practice
- 80% of current green workers were trained on the job

- 8% of employers in the initial sample have gone out of business during this difficult time in our economy

Figure 3 shows EDD's estimates of total green employment by category:



EDD anticipates completing their analysis of the survey data by the end of March 2010. They will be preparing an overall summary report, first engaging stakeholders to review the data with them, and follow up with subsequent reports focusing on industry and geographic breakouts to the extent that data will allow.

Many Shades of Green

On December 9th, 2009 the State Board and Next 10 hosted a Green Jobs Conference with the release of *Many Shades of Green: Diversity and Distribution of California's Green Jobs* (See Appendix IV for the full report and hereafter referred to as *Many Shades of Green*). This green jobs report provides the most comprehensive green jobs accounting to date, systematically tracking the most recent available data on green companies, job type, location and growth across every sector and region of California.

Many Shades of Green highlights the ample opportunities for workers in California's green economy. The industries studied in the report are energy efficiency, green transportation, energy

generation, water & wastewater, and air & environment. Between 1995 and 2008, the number of green businesses in California increased by 45 percent. Employment in these businesses grew 36 percent while total jobs in the state expanded by only 13 percent. Just between 2007 and 2008, green jobs grew five percent while total jobs dropped one percent.

Additionally, the employment opportunities in green businesses exist for all types of workers- from Ph.D scientists and engineers but also a variety of technicians requiring two-year training as well as support occupations offering on-the-job training. Also, the jobs in the green economy represent occupations that already exist such as electricians, power systems operators, electrical line installers, repairers, carpenters, and environmental scientists.

The job opportunities exist in most regions of California. The Sacramento area experienced 87 percent job growth in the green sector from 1995 through 2008. Other areas of high growth include 57% green job growth in San Diego, 51% green job growth in the Bay Area, and 50% job growth in Orange County and in the Inland Empire. The opportunities exist in the San Joaquin Valley as well, which posted 48% green job growth in that period. Different green industries are represented across the state. While the Bay Area has the most environmental consulting jobs, Los Angeles has the most energy storage and recycling and waste jobs.

FUTURE STRATEGIES OF THE GREEN COLLAR JOBS COUNCIL

California faces a wide variety of economic and environmental challenges. Statewide unemployment increased from 8.7% in December 2008 to 12.4% in December 2009. Additionally, as California struggles with pollution in its air, water, and lands, it has implemented landmark policies aimed at reducing carbon dioxide emissions, aggressively promoting renewable energy resources, encouraging energy efficient practices in new and existing buildings, and introducing new fuels and technologies to California's transportation sector. These new policies present a broad swath of economic opportunities for Californians. The Green Collar Jobs Council- with a membership that includes representatives from government, business, labor, and the nonprofit sector- is in a unique position to collect information and build partnerships to link California's environmental policies with economic opportunity for all Californians.

Those opportunities exist from entry level technicians who could receive on the job training to Ph.D scientists and engineers. In addition to focusing on the needs of entry level workers, the Council will turn its attention to mid- and high- level occupations, understanding that many of our dislocated workers and returning veterans may require retraining to prosper in the emerging green economy. By deploying these strategies, the Council hopes to minimize the risk California faces of losing higher wage jobs and workers with advanced skills to other states or to other countries. Additionally, the Council will continue to pursue insight from key industry representatives on how to reach out to businesses regarding the effective use of private and

public resources to address their competitiveness issues. Just as there is interest in understanding and developing effective strategies to meet the needs of emerging businesses and develop skilled workers for the jobs they will create, the Council recognizes that many of California's businesses will require assistance in turning the greening of the economy into market opportunities. As new environmental regulations are implemented it will be critical to design strategies to retain, re-equip, and re-train these traditional economic drivers in order to retain the job base they represent, and to bolster their opportunities for participation in this economic transformation.

In the upcoming year, the Council will refine its existing relationships and strategies, and will continue to explore how it can connect additional state, federal and local government entities in a collaborative approach to meeting the demands of California's green economy. The Council will also focus on increasing the engagement of the business community as a key contributor to its understanding of how environmental policies and regulations effect business and employment opportunities within the state.

The Council will continue to engage with regional partnerships which include local WIBs, education, economic development, business and others as they learn about the needs and opportunities that exist within their regional green economies. The Council understands that other organizations such as the California Public Utilities Commission and the California Environmental Protection Agency's Air Resources Board are evaluating workforce investment strategies. The Council believes the success of projects it has influenced over its first year in operation can serve as models for these organizations as they begin to implement their work plans in support of California's environmental policy loading order. Regional collaboratives will be given technical assistance to perform data diagnostics, develop regional partnerships, leverage public/private resources and create strategic plans for sustainability.

2010-2011 will be a challenging year for California as it continues to implement its ambitious economic and environmental initiatives. The Council has demonstrated that the knowledge, experience, and expertise exist within its member Agencies, expert advisors and partners to meet this challenge. As the work of the Council unfolds over the next year, it will adhere to the principles outlined in the Premise Document and its business plan as the touchstones for its actions. The Council will continue to serve as a neutral broker, and will partner with the public and private sectors to develop meaningful, high-impact workforce initiatives in line with the State's environmental policies, responsive to the demands of the private sector and delivered through the well organized regional partnerships that comprise the state's workforce development system.

APPENDIX 1- MEMBERS OF THE GREEN COLLAR JOBS COUNCIL (GCJC)



Barry Sedlik ** Chair President CA Business Ventures Pasadena, CA	Victoria Bradshaw , Secretary Labor and Workforce Development Agency Sacramento, CA
Jamil Dada , Senior Financial Manager Provident Bank Riverside, CA	Randall Hernandez , Sr. V.P/Sr. Public Policy Executive Bank of America Foundation Long Beach, CA
Andrea Baker , Chair California Workforce Association Yuba City, CA	Marty Keller , Director Office of the Small Business Advocate Governor's Office of Planning & Research Sacramento, CA
Bob Balgenorth , President State Building and Construction Trades Council of California Sacramento, CA	Brian McMahon , Director California Employment and Training Panel Sacramento, CA
The Honorable Karen Bass Speaker /District 47 California State Assembly District 47	The Honorable Jack O'Connell State Superintendent of Public Instruction Department of Education Sacramento, CA
V. Manuel Perez Assemblymember/80 th District State Capitol, Sacramento, CA	
Kim Belshé , Secretary California Health and Human Services Agency Sacramento, CA	Art Pulaski , Executive Secretary/Treasurer California Labor Federation, AFL-CIO Oakland, CA
Norris Bishton , Attorney NOARUS Auto Group Los Angeles, CA	Jack Scott , Chancellor California Community Colleges Sacramento, CA
Dale Bonner , Secretary Business, Transportation and Housing Agency Sacramento, CA	Timothy Simon , Commissioner California Public Utilities Commission San Francisco, CA
Karen Douglas , Commissioner California Energy Commission Sacramento, CA	The Honorable Sandré Swanson Assembly Member District 16 California State Assembly
The Honorable Denise Ducheny Senator 40 th District California State Senate	Audrey Taylor , President/CEO Chabin Concepts, Incorporated Chico, CA
James Goldstene , Executive Officer Air Resources Board Sacramento, CA	Willie Washington , Consultant California Manufacturers & Technology Association Sacramento, CA